

Translation

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To whom it may concern:

Company name: BASE, Inc.  
Representative: Representative Director and CEO Yuta Tsuruoka  
(Code: 4477, Tokyo Stock Exchange Mothers)  
Inquiries: Director and CFO Ken Harada  
TEL 03-6441-2075

### “BASE” Surpasses 1.7 Million Online Shops

We are pleased to announce that “BASE,” an online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) surpassed 1.7 million shops on Friday, January 28, 2022.

 **BASE** Trends in the total number of shops created through BASE



#### ■ Surpassing 1.7 million shops and efforts for merchants

Since its launch in November 2012, “BASE” has been used by many individuals and small teams as a

service that allows anyone to easily create an online shop. Recently, the total number of online shops surpassed 1.7 million.

Even as COVID-19 continues to have an impact, including the current spread of the Omicron variant, “BASE” is working on development of features that will make it appealing to those who are promoting their businesses under this difficult environment as a service that is functional with a highly appealing design.

<Feature enhancements>

Features such as customer management and email newsletters were updated to facilitate smooth CRM activities by “BASE” merchants, including management of customer information and acquisition of new and repeat customers. In addition, at the end of last November, the shopping app for buyers and ID payment service were integrated and re-branded as “Pay ID,” a shopping service for buyers. By providing buyers with a pleasant payment and shopping experience, we will deliver ongoing support to “BASE” merchants for creating new purchase opportunities and encouraging repeat purchases.

<Integration with external platform>

Last year, as a new undertaking, we held an event with Facebook for learning about managing an online shop to provide support to “BASE” merchants for customer attraction and sales promotions. In addition, we partnered with TikTok and aim to provide platform integration that allows smooth customer attraction and sales promotions utilizing TikTok.

<Improvement of business environment at SMBs>

In January 2022, we were the first online shop creation service to implement a function allowing information from the Act on Specified Commercial Transactions to be made private. “BASE” will continue to remove barriers for individuals, small teams, and all creators to engage in business activities and work to create an environment in which business can be conducted freely.

“BASE” will continue to work toward maximization of the value created by shop owners. This will entail improving the operational efficiency of online shops through product enhancement and support measures, such as enhancement of CRM and back-office functions, and expansion of shop design functions to improve brand expressiveness.

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